

ABSTRACT OF THE DISCLOSURE

A data communication control system, a communication system, a service providing method, and a computer program, issuing a code train to be used as a keyword through a variety of media such as the Internet, various stores, magazines, and television broadcasting and radio broadcasting while providing, from a game server using a web server computer, a user terminal with services such as a game to be implemented by changing points used as bet points, for example, wherein a user who has obtained the issued code train transmits the code train from the user terminal to the game server that gives points necessary for providing services to the user, based on the received code train.